

Michelle Nelson Testifies Before House Small Business Committee



(Michelle Nelson & Congressman Buchanan)

[Click Here For Video Of The Testimony](#)

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Washington D.C. – Congressman Vern Buchanan (FL-13) recognized a local businesswoman during a House Small Business Committee hearing today to honor small business heroes during National Small Business Week.

The Congressman noted during the hearing entitled “Heroes of Small Business” that 99 percent of the businesses registered in Tallahassee, Florida, are small businesses and small businesses create 70 percent of new jobs.

“Small businesses drive America’s economy,” said Buchanan. “It is appropriate to honor them for their hard work, ingenuity, and achievement. We also need to understand the challenges they face and create an environment that helps them be successful in today’s economic climate.”

The Committee heard testimony from small business owners from across the country, including Michelle Nelson, CEO of Blue Strategy + Creative Intl., a traditional and digital marketing firm and founder of Anexio, Inc, a technology and managed service provider. Both companies are located in Sarasota.

Nelson said her business developed new programs and services and “pioneered new ways to do business” during the credit crunch, which she said has been their biggest obstacle in the recession.

“We never received any financial assistance or tolerance from our bank, despite our strong financial history,” said Nelson. “Instead our vendors and other private businesses were the most generous, maintaining and in some cases extending our credit lines.

“We extended credit to our clients for our services, so their businesses could continue to thrive,” continued Nelson. “We shouldered the burden of our clients’ financial limitations by allowing them to make payments over longer periods. We, in essence, become a bank funding the ecommerce we needed.”

Nelson urged Congress to promote “entrepreneering” in our country.

“An Entrepreneur is one who pioneers a new enterprise with a spirit of entrepreneurship,” said Nelson. “Celebrate those who are willing to do whatever it takes to keep their vision alive, those who are willing to risk everything to create enterprise. It is the embodiment of our forefathers’ vision for this nation.”

National Small Business Week, a five-day event intended to spotlight the accomplishments of America's entrepreneurs.

Buchanan is a member of the Small Business Committee and vice chairman of the Subcommittee on Finance and Taxes.

